



BREAST CANCER NEWS

Fall 2002



An Intimate Afternoon with "Soraya"

By Gloria Giraldo, MPH Latina Breast Health Task Force Coordinator

On September 21, over 120 people had the opportunity to see a creative form of health education and prevention in action. Internationally renowned singer, Soraya, mesmerized her audience not solely because of her beautiful voice but for her direct, heartfelt and well-articulated message of breast cancer early detection.

The Susan G. Komen Foundation, Orange County Chapter, assisted by the Latina Breast Health Task Force and Santa Ana College organized: An Intimate Afternoon with Soraya, where over 120 women and their families attended to listen first hand Soraya's own experience with breast cancer and her persuasive message on early detection.

Soraya candidly spoke of leaving behind old ideas of embarrassment about conducting self-breast exams and following up with a clinical breast exam and a mammogram for women over the age of 40. She challenged and encouraged all women to take charge of their health by knowing their own bodies well and learning about the necessary resources to take care of their health.

Soraya also spoke to many breast cancer survivors in the audience reminding them that even after breast cancer treatment, their womanhood was intact, because their womanhood was not in any particular part of their physiology but in looking at themselves as whole women. She encouraged them to continue taking good care of themselves and help pass the message of early detection.

Soraya grew up in both Colombia and the U.S. She picked up the guitar at age five and was instantly obsessed, drawing inspiration from both her Latin musical roots and American folk singers. Later, she sharpened her storytelling instincts with a stint as an English literature major in college.

Her debut album, *On Nights Like This*, was released in 1996 to critical raves and led to tours opening for Natalie Merchant, Zucchero, Sting and Alanis Morissette, as well as a headlining trek and festival appearances. In Latin America and in the U.S. Spanish market, her success was immediate. Four songs from her debut record reached the top

positions on radio charts everywhere. Even her first single, *Suddenly / De Repente*, reached Billboard's Latin Pop charts. Soraya was struck by breast cancer, has successfully undergone treatment and is back on stage both singing and encouraging Latinas to actively engage in breast cancer early detection practices.

Indeed, Soraya's gorgeously crafted new songs transcend genre and expectation. "I'M YOURS" is the result of two years of musical and spiritual exploration that brings the acclaimed singer-songwriter to a new level of emotional connection. From the cumbia-style rhythms of "La Misma Historia," which evoke her Colombian homeland, to the vibrant energy and exotic flamenco and Middle Eastern influences of the first single, "I'm Yours," to the lilting grace of "Tu y Yo." "I'M YOURS" brings folk, Latin R&B, pop and country together in a stunning and instantly memorable sonic whirl. Soraya's 1998 follow-up, *Wall of Smiles*, enabled her to co-write the title track with her idol, Carole King, "Meeting her was incredible," Soraya enthuses. "I always looked up to her—she was a female singer songwriter who broke through the boundaries that existed in her time." The disc's single, *So Far Away*, was a big hit internationally: *Wall of Smiles* also expanded Soraya's Australian and European fan base, especially in Germany. However, the flurry of record company mergers and staff changes of that period made her decide to wait a bit before

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**County of Orange
Health Care Agency**
Public Health, Health Promotion Division

A Publication of the Orange County Cancer Detection Partnership



Race for the Cure

By Angelina Sandoval, Health Education Associate

In 1980, a mother of two, named Susan G. Komen died of breast cancer at the age of 36. Her sister, Nancy Brinker, promised Susy that somehow she would make it better for other women diagnosed with the disease. In 1982, Nancy fulfilled her promise and established the Susan G. Komen Breast Cancer Foundation. The mission is to eradicate breast cancer as a life threatening disease by advancing research, education, screening, and treatment.

In 2002, there will be over 113 Race for the Cure events throughout the country. Last year the Komen Orange County Race for the Cure raised \$1.5 million, 25% of those funds are dedicated to breast cancer research and 75% of those funds provide life-saving breast health educa-



Angie Sandoval, Health Education Associate, worked at the Partnership exhibit table.

tion, screening diagnosis, and treatment services to individuals in our community.

The Race for the Cure event in Orange County was on September 22, 2002. It was held at Fashion Island in Newport Beach. Every year there are more and more participants who attend. This year there was over 30,000 participants! It was a wonderful experience to see the thousands of people racing for the same cause. The participants are there to celebrate their own life or someone else's life.



Angie Sandoval, Health Education Associate; Candice Schroeder, Angie's daughter; and Jessica Sandoval, Angie's niece (Jessica ran this race in memory of her grandmother, Porfidia, who died of breast cancer) finishing the one mile "Family, Fun Run."

The Partnership had an exhibit table at the event. Staff members (Josephine Urbina, Juanita Rios, and Angie Sandoval) participated in the race as well as worked at the exhibit table. It is an amazing event. For those of you who missed it this year, remember to sign up early next year. See you next September.

Afternoon with "Soraya"

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starting work on "I'M YOURS." I also needed to fall in love again with why I do this," Soraya explains about her break between albums. "I spent a good six months not even playing the guitar. Then I wrote "I'm Yours" on my old favorite guitar, sitting in my backyard, playing these chords. It's a very Latin progression, but with a folk origin. Once it was done, it felt right, and I knew that's where I was going with this record." Next creative excursions to Nashville, Los Angeles, France, and New York garnered writing partners of wildly diverse backgrounds, including Tony Nicholas (Patti LaBelle, Barry White, Gerald Levert). "Tony ended up being my co-producer on the record," Soraya recalls. "Working with different people helped me focus again on

the guitar—and helped me to get back to the emotions of my songs." For instance, the deceptively pretty "Where Did You Go" was inspired by Soraya's conversation with an old friend, who'd married her college sweetheart. "Years later she looked at him one day and didn't recognize him. They'd grown apart—but so quietly, they didn't realize it was happening. But he went somewhere, and definitely didn't take her with him. And she was guilty of the same thing." Similarly, the jaunty, percolating charm of "La Misma Historia" plays counterpoint to serious lyrics about the violence that's played a part of Colombia's history for decades. "For the first and second record, I'd been putting a traditional Colombian song on my records as homage to why I started doing this," Soraya explains. "On this record, I composed an original piece. The hook is



Soraya invited one of her fans to sing a song with her.



Soraya speaking about her battle with breast cancer.

about never regretting but never repeating, hoping that after 40 years of self-destructive violence it's not going to happen again." Another serious theme comes into play in the promotion of "I'M YOURS" in alliance with the Susan G. Komen Breast Cancer Foundation. "Having lost my mother to breast cancer, I did a fundraiser for them, and they asked me

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Revised Version of the CDS Healthy Lifestyle Web Site

There is now a revised version of the healthy lifestyle web site posted at the address: <http://www.cahealthylifestyles.org>. This web site contains materials for use in patient education on nutrition and physical activity, resource agencies are also listed. You will find a variety of information on healthy lifestyle for older women eligible for the Cancer Detection Section breast and cervical cancer programs. Another item that is posted is the healthy lifestyle curriculum titled, Healthy Lifestyle Curriculum in Reducing the Risk of Breast Cancer that you can download from this site. Finally, the web site has links to ordering educational materials for use with the curriculum.

The information and educational materials presented on the site focuses on providing women with culturally appro-

priate and accurate health education, and access to community resources regarding the role of lifestyle factors including the following:

- 1) Nutrition
- 2) Regular Physical Activity
- 3) Maintaining Healthy Body Weight and
- 4) Potential Risks of Alcohol and Tobacco Use

The Recommendations for Healthy Lifestyle are as follows:

- Increase fruit and vegetable intake to 5 fruits and vegetables a day, as part of a low fat diet,
- Participate in regular physical activity 30 minutes or more at least five days a week,

- Control weight and reduce body fat (or increase lean body mass) by eating only enough calories to maintain a desirable body weight,
- Decrease alcohol intake to no more than one drink a day, if a woman drinks at all,
- Encourage to quit smoking and refer to smoking cessation programs, and reduce exposure to second hand smoke, if a woman is exposed to it.

You will also find a page on the site for feedback on the usefulness of the web site for your education efforts. Your comments are very much appreciated. For questions or clarifications send an e-mail to mchenik@dhs.ca.gov and for technical assistance on the electronic use of the web site, please call Terry Throop at (916) 327-6063 or via e-mail at tthroop@dhs.ca.gov.

Afternoon with "Soraya"

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if I would be their Latin spokesperson," she explains, concluding, "so, while I'm on the road promoting my record, I'm also going to be educating women." Overall, "I'M YOURS" deftly mixes personal and political, folksy rhythms, pop melodies, country twang and an urban groove, all tied together with an unmistakable emotional honesty. It's a potent mix which Soraya will be sharing with audiences throughout 2000. "I'm so clear in what to do now," Soraya concludes. "And I can't wait to take this new music to different places and audiences."

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Dora Rodriguez presented Soraya with an arrangement of a dozen white roses and a pink carnation.



Breast cancer survivors from a Spanish Support group in Santa Ana.



Angie Sandoval and daughter Candice Schroeder thanking Soraya for her visit..

Exercise Helps Breast Cancer Patients

New York (Reuters)—Regular aerobic exercise helps relieve anxiety and depression in breast cancer survivors, report Michigan researchers.

Many breast cancer survivors suffer long-term depression, anxiety and loss of self-esteem after undergoing mastectomy. With the use of new technologies and treatments, more and more women are surviving breast cancer. Healthcare workers are seeking methods to help breast cancer survivors to adjust to the changes in their bodies and their lives. And exercise appears to help with psychological adjustment after breast cancer treatment, according to the study authors.

"The psychological benefits of exercise are well documented," according to Dr. Victor L. Katch and a team of colleagues and graduate students at the University of Michigan in Ann Arbor. They sought to determine whether exercise would have therapeutic value in 24 breast cancer survivors.

The women were randomly assigned to either regular exercise, exercise plus behavior modification or no intervention (control) for a period of 10 weeks. At the end of this period, women were reassigned to either exercise or no exercise for a second 10-week aerobic exercise four days per week for 10 weeks.

The researchers found that the women who exercised demonstrated significantly increased scores on psychological adjustment, including depression and anxiety, but not self-

esteem. Even women originally assigned to no exercise but later cross-over to the exercise intervention reaped benefits—depression scores decreased by 42%, short-term anxiety by 26%, and long-term anxiety by 9%. Those patients placed initially in the exercise group and then switched to the control group demonstrated increased depression, but not anxiety once the exercise regimen was discontinued.

And though women who joined the exercise program within two years of their surgery attained the greatest benefits from the exercise program, even longer-term survivors showed improvements during the 10-week regimen.

Lead author and graduate student Michelle I. Segar comments in a statement that, "while exercising, the women said they felt 'stronger,' 'physically better,' and more able to 'handle stress' and more 'in control' of their lives while they were exercising."

"Physicians may be reluctant to prescribe exercise to 'ill' patients," she adds "but a sedentary lifestyle may prolong recovery and increase emotional difficulties." In fact, the new findings show that "...healthcare professionals should consider recommending mild-to-moderate exercise..." for recovering breast cancer survivors, particularly since patients indicated that a doctor's recommendation may make the difference between an active or a sedentary lifestyle.

*SOURCE: Internet site, PersonalMD.com
Oncology Nursing Forum (January/February 1998)*

Thank yous

Kim Pickering (previously) and Raul Sobero (currently)—for filling in as Project Coordinators until a new Coordinator is hired.

Susan G. Komen Breast Cancer Foundation—for the grant monies given to the Partnership, for conference rooms, and other forms of support provided throughout the year.

American Cancer Society—for their contribution to the Mujer a Mujer: An intimate afternoon with Soraya, held on September 21, 2002.

Asian and Pacific Islander Task Force members and volunteers—for assisting with the API Screening event on June 8, 2002.

Latina Breast Health Task Force members and volunteers—for assisting with Mujer a Mujer: An intimate afternoon with Soraya, held on September 21, 2002.

"A special thank you" to everyone who contributed to this issue (Angelina Sandoval, and Gloria Giraldo).

"Thank You" to everyone mentioned here for your support and commitment to the partnership!

Orange County Cancer Detection Partnership



Clinical Breast Examination: Proficiency and Risk Management

A Continuing Education Course for Primary Care Clinicians
(who are currently performing CBEs)

DATE: Saturday, April 5, 2003

LOCATION: To Be Announced

TIME: 8:15 a.m. – 3:15 p.m.

REGISTRATION FEE: \$25 (make checks payable to O.C. Cancer Detection Partnership)

LEARNING OBJECTIVES:

At the end of this program, the participant will be able to:

- Explain why a comprehensive breast examination is an essential component of a woman's annual physical examination.
- Outline risk management strategies to promote patient satisfaction with breast cancer screening services and to avoid delayed or failed diagnosis of breast cancer.
- Improve proficiency in palpation skills for lump detection and discrimination using manufactured breast models.
- Improve proficiency in five essential elements of a clinical breast examination on a woman, including: positions, perimeter, pattern, palpation, and pressure.
- Recognize normal anatomy and physiology of the breast throughout the life cycle and relate this information to timing and techniques for CBE, BSE, and mammography.
- Discuss communication considerations when performing a clinical breast examination.
- Describe common breast abnormalities that may present as clinical findings upon visual inspection, palpation, or mammography.
- Review important questions for a focused breast health history, including those assessing personal risk for breast cancer.
- Describe key messages and approaches for providing patient education and developing a plan of action for routine breast cancer screening for asymptomatic women.

PROGRAM DESCRIPTION:

This is an interactive hands-on workshop that was developed by the California Department of Health Services in conjunction with national experts. It provides comprehensive training in CBE and follow-up of women to enable early detection of breast cancer. It includes didactic presentations, baseline assessment, 1:1 Practicum with Patient Instructors, CBE video, Work-Up of Abnormal Findings, and post-test with silicon breast models. The course has received outstanding evaluations from these target participants: ✓ **Physicians** ✓ **Nurse Practitioners** ✓ **Physician Assistants**

"This is the first time I was thoroughly instructed on the proper techniques for doing breast exams..."

"I appreciated the personal attention and immediate feedback..."

"Thank you for this course, I didn't know how much I didn't know..."

Clinical Breast Examination: Proficiency and Risk Management Course Registration Form

This is an activity offered by the California Department of Health Services, a CMA-accredited provider. Physicians attending this course may report up to 5 hours of Category 1 credits toward the California Medical Association's Certificate in Continuing Medical Education and the American Medical Association's Physician's Recognition Award. Other health care providers (NP & PA) may also report these credits to their respective Boards.

Class space is limited—please register early to ensure seating. Preference will be given to Cancer Detection Program Providers. Please complete and return this registration form. You may also call us directly at (714) 796-0155 or **mail** your completed registration form and registration fee to **12 Civic Center Plaza, Ste #127, Santa Ana, CA 92701** (to the attention of **Josephine Urbina**). The course fills up fast so please call to reserve a spot.

Name: _____ Credentials: _____ License# (for CME unit credits) _____

Facility: _____ Phone: () _____ Fax: () _____

Address: _____ City/State/Zip: _____

Registration Deadline: March 22, 2003



Two Organizations Held a Great Event

By Angelina Sandoval, Health Education Associate

Two organizations, High Priority and the Susan G. Komen Breast Cancer Foundation, collaborated on April 6, 2002 to sponsor a wonderful event which emphasized education, inspiration and celebration. The full-day program included the Wanda J. Cobb Breast Health Symposium and The Susan G. Komen Survivor's Luncheon. The Symposium began with a welcome by Margie Gephart, President of High Priority. After the welcome, the Master of Ceremonies, Darrellyn Melilli, Symposium Chair, and John Link, M.D., discussed Optimal Breast Cancer Care.

The break out sessions included topics such as Personal and Emotional Aspects of Survivorship, Integrative Medicine and Breast Cancer Treatment, Medical Guidelines for Long Term Breast Cancer Survivors, Research in Breast MRI, and Genetic Epidemiology of Breast and Ovarian Cancer. The Susan G. Komen Survivors Luncheon began with a welcome from Heidi Shurtleff, Komen President; Master of Ceremonies, Marie Blash, Luncheon Chair; Susan G. Komen Cameo Awards, Sandy Finestone; Orange County's Most Inspirational Survivor, Nanci

Brown; and the Survivors Ceremony, Cathleen Brier.

High Priority, The Breast Cancer Information Network, is a not-for-profit, volunteer organization with the principle mission of woman-to-woman networking to spread the message of advances in early detection and treatment of breast cancer.

Wanda J. Cobb, wife and mother of four, founded High Priority in 1985, four years after her initial diagnosis of breast cancer. Her mission was not only to educate women in Orange County about the risk of breast cancer and the importance of early detection, but also to lend support to women with a breast cancer diagnosis. Though Wanda lost her battle in 1996, her generosity, compassion, courage and dignity live through the volunteers of High Priority.

High Priority, the Breast Cancer Information Network, continues Wanda's legacy through their free community programs: a Speaker's Bureau, Campus Outreach, Survivors' Outreach, WE CARE program for breast cancer patients and The Annual Wanda J. Cobb Breast Health Symposium.

In 1980, a beautiful young mother of two named Susan G. Komen died of breast cancer at the age of 36. Her sister, Nancy Brinker, promised Suzy that somehow she would make it better for other women diagnosed with the disease. In 1982, Nancy fulfilled her promise and established the Susan G. Komen Breast Cancer Foundation. The mission is to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment.

Since then, the Komen Foundation has raised more than \$400 million and has become one of the nation's leading private funders of breast cancer research. In 2002, there will be more than 113 Race for the Cure events throughout the country. Last year, the Komen Orange County Race for the Cure raised \$1.5 million, with 25% of those funds dedicated to breast cancer research and 75% to provide life-saving breast health education, screening, diagnosis and treatment services to individuals in our community.

Congratulations to High Priority and the Susan G. Komen Breast Cancer Foundation for coordinating an amazing day!

Upcoming Events

October-December, 2002

For the OCCDP Provider...

■ **Clinical Breast Examination: Proficiency and Risk Management**

Saturday, November 2, 2002

Time: 8:15-3:15 p.m.

Location: TBA

For more information call Shermineh Jafarieh at (714) 796-0155.

Save the Date

Calendar of Events — November-December, 2002

Orange
County
Activities



■ African American Women's Health Coalition

Wednesday, November 13, 2002

Location: St. Joseph Justice Center
480 South Batavia St., Orange, CA

6:30-8:30 p.m.
Classroom 4

Wednesday, December 11, 2002

Location: St. Joseph Justice Center
480 South Batavia St., Orange, CA

6:30-8:30 p.m.
Classroom 4

■ Asian and Pacific Islander Task Force

Thursday, November 21, 2002

Location: OCAPICA
12900 Garden Grove Blvd., Ste. # 214A, Garden Grove, CA 92843
For more information or to RSVP, please call Tricia Nguyen at (714) 834-2604.

12:00-2:00 p.m.

Thursday, December 19, 2002

Location: OCAPICA
12900 Garden Grove Blvd., Ste. # 214A, Garden Grove, CA 92843
For more information or to RSVP, please call Tricia Nguyen at (714) 834-2604.

12:00-2:00 p.m.

■ Latina Breast Health Task Force

Wednesday, November 20, 2002

Location: American Cancer Society
1940 E. Deere Ave., #100, Santa Ana, CA 92705
For more information or to RSVP, please call Gina Quiroz at (714) 796-0155.

4:00-6:00 p.m.

■ Executive Council Meetings

Wednesday, November 13, 2002

Location: Susan G. Komen Foundation
3191-A Airport Loop Drive, Costa Mesa, CA 92626
For more information or to RSVP, please call Gina Quiroz at (714) 796-0155.

12:00-3:00 p.m.



Questions?

Main Number (800) 298-0800

Fax Number (714) 834-5053

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Gina Quiroz	Information Processing Specialist	(714) 796-0155
Juanita Rios, BS	Patient Relations Specialist	(714) 834-6607

Billing Support Unit (800) 330-1536
For billing inquiries and issues; enrollment; claim form submission or reimbursement.

The Orange County Cancer Detection Partnership is located at:
12 Civic Center Plaza, Suite #127, Santa Ana, CA 92701

Quarterly Quote

"He who has health, has hope; and he who has hope, has everything."

—Arabian Proverb



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